

# **INFORMING LOCAL GOVERNING ENTITIES**

## **PRESENTER'S GUIDE**

**NATIONAL ASSOCIATION FOR COUNTY AND CITY HEALTH OFFICIALS**

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## **INTRODUCTION**

As local health departments (LHDs) move towards preparing for national accreditation, it is important to remember that local governing entities (LGEs) are critical players in this process. Whether the authority of the LGE is defined as governing, policy making, or advisory, LHDs are held accountable to them and therefore must gain support before proceeding with the accreditation process. Some governing boards may have limited knowledge of public health and/or accreditation, making it essential for LHDs to proactively provide the necessary information.

These training materials are intended to provide a resource for local health officers (LHOs) to inform their respective LGEs on the basics of public health, the importance of accreditation, and the role that LGEs play in the accreditation process. This guide has been designed so that any LHO can pick it up and present the information as-is, or after tailoring it to more specifically meet local needs. Additionally, the presentations may be used together, as one, or as two distinct presentations if only one topic area is needed or if time is limited. Simply follow the directions within this guide to make this resource work for you.

This packet contains:

- Scripts for two PowerPoint presentations – *Public Health 101* and *Public Health Accreditation*
- Instructions on how to tailor the presentations to meet local needs
- Handouts for participants

## **PREPARING FOR THE PRESENTATION**

The presentations that correspond to this presenter's guide can provide practical information to all LGEs but are very general in scope. It is important to take time beforehand to tailor the PowerPoint slides so they apply to your specific LHD and LGE. The following instructions serve as a general checklist to make sure you are prepared to present the PowerPoint presentations, either consolidated into one presentation or on their own:

1. **Insert your information** – both PowerPoint presentations contain slides with red text that instruct the presenter to insert information specific to their respective LHD. It is important to click through every slide and read through the provided instructions and talking points, in advance of giving the presentation, to ensure that all relevant information is provided.
2. **Assess the needs of your LGE** – It is not necessary to present both PowerPoint presentations. If your LGE demonstrates a grasp of basic public health knowledge, feel free to skip to the *Public Health Accreditation*. If your LGE is less engaged in the efforts of your LHD, the *Public Health 101* presentation could be a good starting point to inform them about the role of public health in the community. Because LGEs vary in knowledge and involvement with the functions of their respective LHD, it is up to you to assess the amount of information to provide.
3. **Print handouts for audience** – The presentations can be supplemented with handouts:

- a. *PowerPoint handouts* – although this is optional, participants often find it useful to have handouts of the slides for the purpose of taking notes during the presentation. To print the presentation in ‘Handouts’ view, follow these instructions:
    - i. Open the PowerPoint and under the ‘**File**’ menu or on the ‘Microsoft’ icon at the top left corner (depending on your version of Windows), click ‘**Print.**’
    - ii. Find the ‘**Print What**’ menu in the lower-left corner of the print dialogue box and select ‘**Handouts Page**’ from the drop-down menu. To the right of this drop-down menu, change the ‘**Slides per page**’ option to ‘3.’
    - iii. To conserve paper, if you would like to print on both sides of the sheet, click on ‘**Properties,**’ select the ‘**Finishing**’ tab, and check the box next to the ‘**Print on both sides**’ option.
  - b. *One-page fact sheet* – this fact sheet provides general information on public health, accreditation, and the role LGEs play in accreditation.
4. **Documents for Presenting** – Print a copy of the following documents for assistance during the presentations:
  - a. *PowerPoint Presentation in ‘Notes’ view* – this will allow you to flip through hard copies of the slides with all of the talking points provided directly under each slide. To print the presentation in ‘Notes’ view, follow these instructions:
    - i. Open the PowerPoint and under the ‘**File**’ menu, click ‘**Print.**’
    - ii. Find the ‘**Print What**’ menu in the lower-left corner of the print dialogue box and select ‘**Notes Page**’ from the drop-down menu.
    - iii. To conserve paper, if you would like to print on both sides of the sheet, click on ‘**Properties,**’ select the ‘**Finishing**’ tab, and check the box next to the ‘**Print on both sides**’ option.
  - b. *Frequently Asked Questions on Accreditation* – this document of FAQs is intended to assist in answering questions that may be received regarding the national accreditation program.
5. **Read script** – Prior to presenting any of these materials, it is strongly recommended to read through all of the slides and talking points. Feel free to make appropriate changes for your jurisdiction and to include additional thoughts you would like to share.
6. **Logistical preparations** – make sure to download the PowerPoint slides from the NACCHO Web site at [www.naccho.org/accreditation](http://www.naccho.org/accreditation) and arrange for a computer and projector to present the slides. If the technology is not available, consider distributing hard copies of the slides to the audience.
7. **Additional questions** – If there are additional questions while preparing for these presentations, contact Pooja Verma at [pverma@naccho.org](mailto:pverma@naccho.org) or (202) 507-4206.

## **GIVING THE PRESENTATION**

The following section of this guide provides presenter instructions, talking points, and tips for presenting each slide. This section is divided into two parts:

**Part I. Public Health 101: Understanding the Importance of Public Health**  
**Part II. Public Health Accreditation**

Both parts provide specific instructions and talking points for every slide in the presentations. For the slides that include presenter instructions, it is important to follow those instructions and make the necessary changes to the PowerPoint files before presenting the information. This section also provides talking points for every slide in the presentations.

**Part I. Public Health 101: Understanding the Importance of Public Health**

*Estimated time = 15 minutes*

❖ **Introduction (Slide 1)**

Presenter Instructions:

- Add your name, title, and LHD to the slide
- If your LHD has a logo, include it on this slide. If you choose to do so, you can also add the logo to every slide in the presentation by following these steps:
  - Open the PowerPoint and click on **'View'**
  - Go to **'Slide Master'** and insert the logo wherever you would like to position it throughout the presentation.
  - Close Slide Master and your logo should appear on every slide.

Talking points:

- Introduce yourself and welcome your LGE to the "Public Health 101: Understanding the Importance of Public Health" presentation.

❖ **Objectives (Slide 2)**

Talking points:

*Read the objectives of the presentation:*

- Understand the definition of public health
- Understand the role of public health in [INSERT jurisdiction]
- Describe the key functions of public health
- Provide an example of public health's impact in Lawrence-Douglas County, Kansas (INSERT the name of your county if using a story from your county – see Slide 14 for additional instructions.)

❖ **What is Public Health? (Slide 3)**

Talking Points:

- Public health takes a proactive and preventive approach to focus on the health of entire populations while they are still healthy, rather than individual patients after they have become

ill. Just as a doctor treats individual patients, public health “treats” entire communities. Public health works to keep entire populations healthy, and when it fails, entire populations suffer.

#### ❖ **Public Health: Past, Present and Future (Slide 4)**

##### Presenter Instructions:

- Under the ‘Emerging threats’ heading, add a bullet or replace the provided ‘emerging threats’ with statistics illustrating health concerns specific to your county and talking points in the script describing the statistics. For assistance in obtaining county specific statistics, visit the Community Health Status Indicator (CHSI) website at <http://www.communityhealth.hhs.gov> and search for your state and county to view county specific health indicator statistics].

##### Talking points:

- Since 1900 the average American lifespan has lengthened by 30 years and 25 of those years are attributable to public health. A few of the many public health achievements of the 20<sup>th</sup> century include:
  - Population-wide vaccination programs which have not only eradicated Small Pox but also controlled the spread of numerous communicable diseases including measles, diphtheria, rubella, and tetanus, among others.
  - Improved water sanitation has dramatically reduced the spread of infectious diseases such as Cholera and Typhoid
  - Through public health prevention efforts such as smoking cessation programs, blood pressure control, and early detection, death from coronary heart disease has decreased by 50% over the past four decades.
  - Increased access to antibiotics and health care coupled with better hygiene resulted in a 90% decrease in infant mortality and 99% decrease in maternal mortality since 1900!
  - Millions of cigarette smoking related deaths have been prevented due to public health anti-smoking campaigns and cessation programs.
- Despite these many advancements, we still have a ways to go in protecting the health of our population and many challenges ahead.

#### ❖ **What Public Health Means to Everybody (Slide 5)**

##### Talking Points:

- For many people, “public health” means “publicly-funded health care” or health care for individuals who otherwise cannot afford to access it. In reality, public health is much more extensive, and benefits us all. Let’s walk through a typical day and see how public health impacts all of us!
- After you first arose this morning, did you brush and floss your teeth? Hopefully, you go to your dentist regularly and follow directions to keep your teeth and gums healthy. Public health also keeps your teeth healthy through fluoridation of the public drinking water supply, which began

in 1945. It has resulted in a 40-70% reduction of tooth decay in children and a 40-60% reduction in tooth loss in adults. However, 40% of the U.S. population still live in areas without a fluoridated water supply.

- After you dressed, did you stop for breakfast? Did you have orange juice, or perhaps scrambled eggs, or maybe a bagel with cream cheese? You can be sure that your orange juice, eggs and cream cheese are not contaminated with bacteria that would make you sick because public health regulates the safety of your food supply. We also teach and promote safe food handling practices that kill bacteria and help you and those who handle your food from contaminating it.
- After you had your safe, and hopefully healthy, breakfast, did you or your neighbors send children off to a day care center or school? It is the public health system that works to make sure that children are fully immunized, so that they cannot catch or transmit measles, whooping cough, diphtheria, polio, or other childhood diseases that are killers when they go to school or day care. In the 20th century when tens of thousands of children died or were permanently disabled by these diseases. It takes a continuous effort to make sure that all infants and school children get their shots. We monitor vaccination rates, actively seek out unimmunized children, and offer shots in our clinics.
- When you arrived at your office, it probably didn't even cross your mind that no one is smoking. Decades of public health research and action have led to our knowledge that tobacco use kills and to many actions designed to reduce smoking, including clean indoor air regulations.
- Perhaps most in the news lately and most on peoples' minds these days, is being prepared for health emergencies. We all hope that we will never have to worry about another intentional release of anthrax spores, witness anymore natural disasters like Hurricane Katrina, or worry about another influenza pandemic. Nonetheless, public health's role is to be prepared for the worst and will be among the first responders in case of an emergency.
- I think you get the picture, public health is all around you! And as we move forward to address these challenges and others, we must be prepared for what comes next.

#### ❖ Making the Invisible More Visible (Slide 6)

##### Presenter Instructions:

- Insert your LHD logo on this slide. If available, also include images of your LHD in action (e.g. vaccination clinics, health education classes, etc.)
- If your LHD has used the local public health shield in any of its functions, use that story as an example to explain how the shield is used and the relevance and importance of the visibility of public health.
- If you would like to distribute local public health pins/buttons or pens to your board, please contact Kate Grisard at [kgrisard@naccho.org](mailto:kgrisard@naccho.org) for more information.

##### Talking points:

- While prevention efforts are effective they are often unseen and therefore overlooked by both government and the public. Public health personnel go about their work in a way that is invisible in the neighborhoods and communities where they work. When a local Red Cross is associated with something it is universally known who is involved. Local governmental health

departments, unlike police, fire and emergency response agencies or voluntary organizations such as the Red Cross, historically lacked a visual identity that was universally known.

- In 2006, NACCHO developed the public health shield, shown on this slide, in an effort to increase the visibility and national recognition of local public health. By using this visual symbol consistently over time, local public health agencies can let everyone who observes or uses health department personnel, facilities, vehicles, publications, community meetings, or any other activity know that the health department is on the job. Using the logo and messages frequently and prominently helps show pride in the people and power of public health, who are at work every day in every community. It is time for local health departments to be visible and understood by all.

## ❖ 10 Essential Public Health Services (Slide 7)

### Talking Points:

- The 10 Essential Public Health Services describe the activities that should be undertaken in all communities. They provide a working definition of public health and a guiding framework for the responsibilities of local public health systems. The practical examples that I shared a few moments ago, all fall under these key functions of public health and you can easily tell where each earlier example fits here.

## ❖ How is [INSERT LHD] providing the Essential Services? (Slide 8)

### Presenter Instructions:

- On the slide, list specific examples of how your LHD provides the Essential Services OR list and discuss the suggested examples in the talking points below.

### Talking Points

- Real life examples of how LHDs provide the 10 Essential Services within their communities include:
  - Offer free blood pressure and cholesterol screenings to prevent coronary heart disease (*ES 3: Inform, educate, and empower people about health issues*)
  - Collaborate with residents, city planners, public health professionals and elected officials to replace liquor stores with grocery stores in an urban community (*ES 5: Support policies and plans that support community health efforts*).
  - Residents of the community are pleased to see a framed certificate with 'Sanitation Grade A' on the wall of their favorite restaurants thanks to routine LHD inspections (*ES 6: Enforce laws and regulations to protect health and safety*).
  - Provide a toll-free hotline for enrolling uninsured children in a federally funded health insurance program (*ES 7: Link people to needed personal health services*).

## ❖ The Taylor Family: A Public Health Success Story (Slide 9)



#### Presenter Instructions:

- If your health department has a notable success story on hand, insert it into this slide. If you need help developing a success story, follow this link to a guide on how to develop success stories: [http://www.cdc.gov/HealthyYouth/stories/pdf/howto\\_create\\_success\\_story.pdf](http://www.cdc.gov/HealthyYouth/stories/pdf/howto_create_success_story.pdf).
- If you do not have a success story, use the example already provided on this slide with the talking points below.

#### Talking Points:

- So what does public health look like in Lawrence-Douglas County? Paul and Barbara Taylor have lived here for nearly 30 years, raising their four children, who are now building families of their own.
- Paul Taylor, a pastor at a local church and chaplain with Lawrence-Douglas County Fire & Medical, came to the Health Department for his tetanus shot. The Taylor children, Sarah, David, Jeni and Ben, all received their childhood immunizations at the Health Department as well. Barb and daughter Jeni attended the Health Department's unique family-based sexuality education course, "Kids Need to Know." Now married and with a family of her own, Jeni's daughters, Anya, 3, and Charis, 6, have benefited from the Health Department's Child Care Licensing program, which seeks to ensure the safety of children in day care. Both girls attended a local preschool, one of more than 300 facilities inspected by child care licensing surveyors each year.
- Every day the members of the Taylor family wake up in the morning and brush their teeth using clean water with added fluoride to maintain dental health. They enjoy safe food and water without worrying about them being contaminated with bacteria because public health regulates the safety of the food supply. As soon as they get into their cars to go to work or school, they buckle their seatbelts because public health works hard to promote motor vehicle safety to prevent death and serious injury. In the summer they swim in a public pool that is certified by the department of health, and throw a pool party with hot dogs from a local restaurant that has passed a public health restaurant inspection.
- The Taylors are just one example of the many Lawrence-Douglas County residents who have come to rely on the health department's presence.

#### ❖ **Public Health... (Slide 10)**

#### Presenter Instructions:

- Include this slide **ONLY** if this is the end of your presentation today. If you are proceeding with either the *Roles of Governance in Public Health Accreditation* or, move forward to the next presentation

#### Talking Points:

- Public health is everywhere, it is at work everyday, and it affects everyone. Public health fulfills its mission in ways so invisible that few working outside of the world of public health will even notice. Nonetheless, to maintain and ensure the health of our communities, we as public health leaders must continue to face the challenges of the new millennium.

## ❖ Thank You (Slide 11)

### Presenter Instructions:

- Include this slide **ONLY** if this is the end of your presentation today. If you are proceeding to the *Public Health Accreditation* section, move forward to the next presentation
- If using this slide, insert your contact information on this slide so the audience can get in touch with you if they have any further questions in the future.

### Talking Points:

- This concludes the Public Health 101 presentation. Are there any questions?
- Thank you all for attending the presentation today! Please take down my contact information in case you have questions or need to get in touch with me in the future.

## Part II. Public Health Accreditation

*Estimated time = 15 minutes*

## ❖ Introduction (Slide 1)

### Presenter Instructions:

- Add your name, title, and LHD to the slide
- If your LHD has a logo, include it on this slide. If you choose to do so, you can also add the logo to every slide in the presentation by following these steps:
  - Open the PowerPoint and click on **'View'**
  - Go to **'Slide Master'** and insert the logo wherever you would like to position it throughout the presentation.
  - Close Slide Master and your logo should appear on every slide.

### Talking points:

- Introduce yourself and welcome your LGE to the "Public Health Accreditation" presentation.

## ❖ Objectives (Slide 2)

### Talking points:

*Read the objectives of the presentation:*

- Understand the definition of accreditation and its importance in public health
- Define and understand the purpose of the Public Health Accreditation Board
- Discuss the benefits of accreditation
- Discuss next steps for [INSERT LHD NAME]

## ❖ Overview of Accreditation (Slide 3)

### Talking points:

- Accreditation is a status that provides public notification that an institution, program, or agency meets standards of quality set forth by an accrediting agency. The accreditation process reflects the fact that the institution, agency or program is committed to self-study and external review by one's peers.
- Accreditation has been widely accepted by many fields within the US including the healthcare system, schools, and social service agencies such as police and fire departments. Likewise, public health agencies need to demonstrate their accountability to their community, and measure agency performance against nationally-established standards. We need to move away from the old saying 'when you've seen one health department, you've seen one health department' and toward a place where regardless of where you live, you receive the same level of service from your governmental public health department.
- [INSERT LHD] wants to pursue accreditation because it will set us on a path of continuous quality improvement and demonstrate the high quality work we provide. Illustrating this point, a recent research study shows preliminary evidence that there is a link between accreditation and health department performance. Accredited LHDs in North Carolina, a state with a state level accreditation program, demonstrated greater efficiency and effectiveness in H1N1 response to public health emergencies than their non-accredited peers. (Source: Glen Mays & John Wayne)

#### ❖ Public Health Accreditation Board (Slide 4)

##### Talking points:

- The Public Health Accreditation Board is the accrediting body for nationally accrediting public health departments. They are developing accreditation as a voluntary program for state, local, tribal and territorial health departments. It will launch in 2011, so [INSERT LHD] needs to start getting ready now!
- Although fees for accreditation have not yet been established, additional costs for accreditation preparation include time, staff, materials, and other resources. Once accredited, health departments maintain this status for 5 years.
- Though there is a cost to preparing and applying for accreditation, [INSERT LHD] is confident that the investment will improve and advance the quality of our work and may, consequently, give us a competitive edge at securing additional funding in the future.

#### ❖ What are the benefits of accreditation (Slide 5)

##### Talking points:

- Now, let's discuss the return on investment of accreditation. Some of the many advantages of pursuing accreditation include:
  1. Accountability & credibility – Through accreditation, LHDs can show key stakeholders including elected officials, governing entities, and taxpayers that it is achieving an established set of national standards.
  2. Leverage for funding – A recent survey conducted by NACCHO revealed that 8,000 staff positions in LHDs were lost in the first half of 2009 and an additional 12,000 LHD employees experienced cuts in hours. Accreditation provides evidence to policymakers and public funders that investing public dollars into public health agencies is a useful and efficient use of funds. PHAB will also work with funders to

accept accreditation in lieu of selected components within grant applications. In a community in Northern Kentucky, a local health department was successful in receiving a grant based on their accreditation preparation efforts.

3. Visibility – Accreditation provides visibility for the health department, and offers an opportunity to send a very powerful message to the community. In Missouri, a LHD was successful in getting skilled (and free!) interns from a nearby university because of their status as an accredited health department under a state based accreditation program in Missouri.
4. Continuous quality improvement – The accreditation process provides health departments with valuable, measurable, third-party feedback from peers. This feedback will be very useful to continuously improve the quality of agency functions. As a result of accreditation preparation efforts, the Municipality of Anchorage Department of Health & Human Services increased the number of clients that receive HIV testing at their Reproductive Health Clinic by 31%.
5. Increased effectiveness – With the current economic climate and limited funds and resources, accreditation and quality improvement can make current agency functions more efficient while maintaining the integrity of the work. The Pinellas County Health Department implemented a quality improvement project targeted towards creating a more streamlined eligibility process of primary care for the uninsured. As a result of removing and reducing barriers in the process, 70% of the clients indicated that services for primary care were easier to access. These results have a positive impact on access to care in Pinellas County as more services are offered to clients who may have not previously been eligible.

#### ❖ Accreditation in Your LHD (Slide 8)

##### Presenter Instructions:

- LIST specific examples of things your LHD has already done to begin preparing for accreditation and list some next steps for your LHD. Some suggested examples include:
  - Serving as beta test site
  - Provided feedback on PHAB documents
  - Vetting the standards
  - Developing prerequisites

#### ❖ Local Governing Entity's Roles in Accreditation (Slide 7)

##### Talking Points:

- So how can we work together? With the buy-in of the LGE, the LHD it governs can ensure that the community it serves is receiving quality services that match a consistent set of national standards. Additional ways LGEs can support [Insert LHD] efforts in achieving accreditation include:
  - Signing a letter of support – In order to be eligible for accreditation, a [Insert LHD] must have a signed letter of support indicating the LGE's knowledge and support of [Insert LHD] application for accreditation.

- Supporting [Insert LHD] to become or remain accredited – The accreditation process can be intensive and requires a great deal of staff time and resources. Offer your support by providing administrative buy-in and helping to ensure that the LHD has everything it needs to succeed. Stay connected with the LHO about progress and updates on the process and offer assistance as needed. Assist your health department develop documentation that addresses governance responsibility.
- Participate in your LHD's on-site review visit – As part of the accreditation process, [INSERT LHD] will go through an on-site review conducted by PHAB site visitors. The purpose of the site review process is to assess the adequacy of the accreditation materials submitted by the LHD and to determine whether the LHD has met accreditation standards and measures. Site visitors will want to meet with members of the governing entity and interview representatives. Attending the site visit will demonstrate to the site reviewer that the LGE is engaged in the functions of [INSERT LHD].
- Reading the on-site review report – This report will provide you with valuable information regarding [INSERT LHD] strengths and areas of improvement. By reviewing the report the LGE will gain an understanding of where [INSERT LHD] falls short of meeting standards and can advise accordingly.
- Celebrating success – it is important to celebrate success once [INSERT LHD] achieves accreditation so that the efforts of the agency are rewarded and recognized, both in small steps and in reaching accredited status.

#### ❖ Let's get on board! (Slide 8)

##### Presenter Instructions:

- Discuss next steps in moving forward with accreditation preparation efforts in your LHD. Examples of possible next steps are provided in the talking points below. Only include examples that are relevant to your LGE.

##### Talking points:

- Accreditation will contribute to creating a high-performing public health system that will make us the healthiest nation.
- PHAB aims to have 60% of the U.S. population served by an accredited agency by the year 2015.
- This is an opportunity for [INSERT LHD] to be visionaries for the future. Through accreditation, we can set an example for our peers and set the path for a healthier nation!
- Let's get on board before we're left behind!
- As [INSERT LHD] moves forward with next steps in preparation for accreditation, we'd like to ask you to:
  - Sign a letter of support
  - Budget for costs of accreditation
  - Familiarize yourself with accreditation standards focused on governing boards and health department administration so we can work together to meet these standards.

#### ❖ Additional Resources (Slide 9)

### Talking Points:

- The following resources will provide more information on how [INSERT LHD] can pursue national accreditation:
  - [INSERT LOCAL HEALTH OFFICER CONTACT INFORMATION]
  - National Association for Local Boards of Health (NALBOH) – NALBOH is the national organization representing LGEs. They provide training and educational resources to aid LGE members in promoting and protecting the health of their communities. NALBOH supports public health accreditation and works closely with PHAB to get LGEs engaged in the process
  - Public Health Accreditation Board – The PHAB website is an excellent resource to learn more about accreditation and how you can become involved.
  - National Association of County & City Health Officials (NACCHO) – NACCHO's Accreditation Preparation and Quality Improvement Web site offers a wealth of tools and resources to engage in accreditation preparation activities along with access to peers already engaged in accreditation preparation efforts.

### **WRAPPING UP – POST PRESENTATION INSTRUCTIONS**

To ensure that NACCHO is providing useful and practical resources to LHOs in informing LGEs regarding these important topics, please take a moment to provide feedback on how these materials can be improved at the following URL:

<http://www.naccho.org/topics/infrastructure/accreditation/trainings.cfm>. Tell us how these materials can be improved under the 'Informing your Local Governing Entity' section. Your feedback will be completely anonymous and will be aggregated to assess the usefulness of these materials. Providing timely feedback will allow NACCHO to continuously improve these materials to best serve your needs.

We hope that these materials have been useful in informing your LGE! Feel free to contact Pooja Verma at [pverma@naccho.org](mailto:pverma@naccho.org) or (202) 507-4206 with any questions or comments.

